



## Chapter 11

## Solid Waste Management Plan Actions and Implementation Plan

### *The City's Solid Waste Management Plan Actions and Plan for Implementation*

**This chapter presents  
the City's SWMP  
actions and  
implementation plan.**

This chapter presents the City's comprehensive and integrated plan for its solid waste management (SWM) system over the next 20 years, from the top to bottom levels of the waste hierarchy.

This chapter also presents the City's implementation of the SWMP actions. This implementation plan discusses each SWMP action, highlighting the required implementation steps and the funding mechanism. The plan is a general guide: implementation parameters will likely change over the SWMP planning period.

### Overview of the City's SWMP Actions

Table 11-1 outlines the City's plan for its SWM system over the next 20 years for each stage of the hierarchy, as well as for collection and transfer. The SWMP actions and implementation plan are described in more detail later in this chapter.

Table 11-1. Summary of City of Falls Church SWMP Actions

|                                   | Future Solid Waste Management System  |
|-----------------------------------|---|
| <b>Source Reduction and Reuse</b> | <p>Improve public outreach and education to promote source reduction and reuse</p> <p>Implement a Pay-As-You-Throw (PAYT) collection system</p> <p>Establish a materials exchange</p> <p>Participate in establishment of regional resource exchange programs</p> <p>Monitor and publicize waste generation</p> <p>Implement source reduction and reuse programs at City government facilities and schools</p> <p>Provide tools to promote increased source reduction and reuse</p> <p>Promote surplus food distribution programs</p>  |
| <b>Recycling</b>                  | <p>Promote public-private recycling programs</p> <p>Improve public outreach and education to promote recycling</p> <p>Increase business recycling by reducing recycling thresholds</p> <p>Implement a Pay-As-You-Throw collection system</p> <p>Encourage increased construction/demolition/debris (CDD) recycling</p> <p>Continue the current yard waste recycling system; contract with composting facilities for dedicated capacity</p> <p>Encourage increased municipal solid waste (MSW) recycling at City government facilities and schools</p> <p>Revise regulations to enhance recycling:</p> <ul style="list-style-type: none"> <li>– Expand recyclables collected at multifamily residences</li> <li>– Expand recycling requirements for electronic wastes</li> </ul> <p>Consider implementation of single-stream curbside collection system for recyclables</p> <p>Participate in regional promotion of CDD recycling</p> <p>Provide tools to promote increased recycling</p> <p>Establish a recycling rate goal</p> <p>Promote establishment of a regional food waste composting facility</p> |
| <b>Collection</b>                 | <p>Maintain City refuse collection</p> <p>Continue current yard waste collection system, including vacuumed leaf collection</p> <p>Implement a Pay-As-You-Throw collection system</p> <p>Expand collection of electronic wastes</p> <p>Continue using the current special wastes management system</p> <p>Establish a household hazardous waste (HHW) collection program in the City of Falls Church</p> <p>Maintain the current litter control program</p> <p>Increase effectiveness of street sweeping</p> <p>Increase efforts to prevent illegal dumping</p> <p>Promote use of special fuels, filters, and special vehicles for collection</p> <p>Implement a collection and disposal strategy for emergencies</p>   |
| <b>Transfer</b>                   | <p>Continue using the current transfer system</p> <p>Maintain a leaf mulch program at the City Transfer Yard or alternative location</p>  |
| <b>Disposal</b>                   | <p>Continue using the current disposal system as the preferred alternative</p> <p>Establish agreements with other jurisdictions for alternative disposal</p>  |

## Source Reduction and Reuse

Source reduction, also known as “waste prevention,” is the practice of designing, manufacturing, purchasing, or using materials (such as products and packaging) in ways that reduce the amount or toxicity of trash created.

Both source reduction and reuse can help reduce waste disposal and handling costs by avoiding the costs of recycling, municipal composting,

landfilling, and combustion. Source reduction and reuse also decrease resource use, protecting the environment.

Table 11-2 presents SWMP actions selected by the City of Falls Church for the source reduction and reuse of solid waste in the City over the next 20 years.

*Table 11-2. City of Falls Church Source Reduction and Reuse SWMP Actions*

| Source Reduction and Reuse SWMP Actions |  |
|---|--|
| –                                       | Improve public outreach and education to promote source reduction and reuse                      |
| –                                       | Implement a Pay-As-You-Throw collection system   |
| –                                       | Establish a materials exchange   |
| –                                       | Participate in establishment of regional resource exchange programs                              |
| –                                       | Monitor and publicize waste generation   |
| –                                       | Implement internal source reduction and reuse programs at City government facilities and schools |
| –                                       | Provide tools to promote increased source reduction, reuse, and recycling                        |
| –                                       | Promote surplus food distribution programs   |

### Improve Public Outreach and Education

**Public education and outreach are effective and efficient techniques for increasing source reduction and reuse in the City.**

Public education and outreach are effective and efficient techniques for increasing source reduction and reuse in the City. Organizing education, technical assistance, and promotions aimed at increasing participation in source reduction and reuse activities, like reusing material and minimizing packaging, are crucial to successful source reduction and reuse programs.

**This action supports the City's SWM program goal (Chapter 4) of educating all members of the Falls Church community on the value of natural resources and the benefits of reducing consumption and adopting sustainable practices.**

An important part of source reduction and reuse involves “making voluntary or imposed behavioral changes in the use of materials.”<sup>1</sup> Improved public outreach and education will provide more effective

<sup>1</sup> Philip O'Leary and Patrick Walsh, *Decision-Makers' Guide to Solid Waste Management, Volume II*, EPA530-R-95-023, U.S. Environmental Protection Agency, August 1995.

messages through methods and formats that are more widely accessible to all sectors of the Falls Church community.

The challenge in implementing source reduction and reuse initiatives is to influence the way people purchase and use products and packaging. A City goal could be to encourage residents to reuse products and packaging and buy products with an eye for waste reduction (for example, purchasing products with minimal packaging). Other valuable source reduction practices include purchasing durable, long-lasting goods and extending the useful life of products through preventive maintenance and repairs.

Appendix C of this document includes specific best practices for consumers, businesses, and manufacturers.

### **Implementation Steps**

Implementation involves the following steps:

1. Evaluate recycling messages on a continuing basis.
2. Develop promotional strategies, including determination of marketing goals, costs, and audiences to be targeted. Work with the Office of Communications and the Environmental Services Council to develop promotional campaigns and materials.
3. Implement public outreach strategies, making use of volunteer resources, City media outlets, and electronic communication opportunities.
4. Review program performance and revise promotional strategies, as needed.

### **Funding**

Costs of public outreach and education will be managed through the City's General Fund. The Environmental Services Council (ESC) and Recycling Block Captains will assist with the development and distribution of educational materials.

## **Implement a Pay-As-You-Throw Collection System**

Under a Pay-As-You-Throw (PAYT) collection system, residents are charged for MSW collection services on the basis of the amount of trash they discard, creating an incentive to generate less trash. This program encourages residents to produce less waste by practicing source reduction, reuse, and recycling. This action is described in more detail in the collection section of this chapter.

## **Establish a Materials Exchange**

Materials exchanges help reduce waste generation by matching residents, businesses, and organizations in the City that need materials with others that have reusable, surplus, or byproduct materials available. By decreasing the disposal of valuable materials or wastes, materials exchanges reduce the burden on the SWM system.

**This action supports the City's SWM program goals (Chapter 4) of achieving a net reduction in the volume of waste generated and implementing source reduction programs by facilitating the diversion and reuse of unwanted materials.**

The City of Falls Church may consider developing a page linked to its website that lists materials available and those sought by residents, businesses, and organizations in the City. Once adequately advertised, this electronic materials exchange can divert materials from the waste stream while saving money for users. The City will need to set guidelines for participation, such as standard language for "as-is" condition, honest representation of goods and materials, and methods of exchange.

Small-scale materials exchanges currently occur throughout the City. For example, neighbors share flower bulbs and shrubs they have thinned from their gardens, and children's toys and furnishings are handed down to others. People also place items at the curb with "free" signs attached, which disappear in a few hours. The City does not formally allow curbside giveaways, and a materials exchange website could reduce this potential eyesore.

### **Implementation Steps**

Implementation involves the following steps:

1. Define the rules and limitations of the proposed materials exchange. Identify and address all liability and quality issues; ensure the rules cover these issues. Post the rules and limitations on the City's website, and require that anyone participating agree to these rules.
2. Build a web page to facilitate the exchange of goods among City residents, businesses, and organizations.
3. Provide ongoing promotion of the materials exchange.

### **Funding**

Administrative and educational costs for the materials exchange will be covered through the City's General Fund.

## Participate in Establishment of Regional Resource Exchange Programs



The City of Falls Church will use its membership in the Metropolitan Washington Council of Governments (MWCOG) and the Northern Virginia Regional Commission (NVRC) to promote the establishment of a regional resource exchange program to provide valuable reuse opportunities for City residents and businesses. A regional resource exchange program will provide a site or sites within the metropolitan Washington, DC, region where citizens can donate usable items for re-sale or distribution to low-income residents.



**This action supports the City's SWM program goal (Chapter 4) of achieving a net reduction in the volume of waste generated by providing an outlet for reuse of unwanted materials.**

Much of the material that enters the waste stream includes items in good, usable condition. At the same time, many residents and businesses are seeking outlets to donate their usable, but unwanted, items. Public and private models for resource exchanges exist in neighboring jurisdictions. Prince William County offers a "Too Good to Waste Place" at their public landfill facility. The Loading Dock, a non-profit organization located in Baltimore, provides an outlet for contractors, home remodelers, and others to donate their used or surplus building materials, which are then available to low-income citizens for a nominal charge.

### Implementation Steps

Implementation involves the following steps:

1. Represent the City on the NVRC Waste Management Board and the MWCOG Recycling Committee. (The City's Recycling Coordinator currently serves.)
2. Assist with review of past and current efforts by private and non-profit organizations to establish resource exchange programs.
3. Assist with development of a regional approach to establishing a resource exchange program for area residents.

### Funding

Costs of membership in NVRC and MWCOG are covered through the City's General Fund.

## **Monitor and Publicize Waste Generation**

The City of Falls Church will measure the success of source reduction initiatives by monitoring and publicizing the waste generation rate in the City. Applicable to residents only, this effort will serve as a component of other ongoing public education and source reduction efforts. Recycling is the preferred method of disposing of waste, but never producing the waste in the first place is the preferred method of managing it. By monitoring and publicizing the City's waste generation rate, the City can measure the effectiveness of source reduction and reuse, while promoting personal responsibility among its citizenry and raising awareness of the impact of individual choices and actions.

**This action supports the City's SWM program goal (Chapter 4) of achieving a net reduction in the volume of waste generated by providing ongoing feedback to the community regarding the success of source reduction initiatives.**

Currently, the City of Falls Church generates 7.10 pounds per capita per day (pcd) of solid waste. This accounts for activities at home, work, and school. This rate far exceeds the national average of 4.4 pcd and even exceeds regional average generation rates, such as Fairfax County's rate of 6.3 pcd. The City is confident that its waste generation rate can be lowered, aided by the monitoring and publicizing of the per capita waste generation rate to measure the effectiveness of source reduction initiatives.

### **Implementation Steps**

Implementation involves the following steps:

1. Confirm the "per capita per day" waste generation rate for the City to establish a baseline.
2. Associate the SWMP actions with the City's expected future waste generation rate. Reflect the potential impact of individual actions by publicizing the waste generation rate. For example, if the City projects increased composting will reduce yard waste generated at 100 homes in the City by 50 percent, project the overall impact of adoption of composting practices on the City's waste generation rate.

### **Funding**

Administrative and educational costs will be covered through the City's General Fund. The ESC will assist with data collection, information gathering, and development of educational materials.